



Course Booking

Market, sell and manage courses, event bookings and resources easily



Course Booking & Training Administration Just got easy!

An easy to use web based system for commercial training providers and in-house training departments

- ✓ Automate administration and reduce cost
- ✓ Streamline booking processes
- ✓ Increase sales revenue
- ✓ Improve and strengthen customer service

Designed for all types and sizes of organisation - single site operations and large multi-nationals





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Overview

Whether an external training provider or an internal training team, you need course booking software that provides you with the functionality to market and sell your courses. Manage and administer the booking process, and respond to patterns in demand. Collate feedback on your trainers and automatically invoice your customers.

Work Smarter! Save time and money!

Course Booker is the complete booking software solution, enabling an organisation or association to publish an online suite of events or courses. The application is perfect, enabling:

- ✓ Staff to book in-house training sessions or courses
- ✓ Membership organisations to broadcast events and courses
- ✓ Members to book online
- ✓ Training companies to harvest bookings and payments
- ✓ Event companies to take online bookings for each event
- ✓ Sporting venues to take online bookings
- ✓ Staff to manage associated resources effectively

Cut out admin time! Streamline your processes!

Course Booker administers and manages training courses, events and associated resources. Administration processes are automated saving valuable time and money! Every step of the process can be automated – seamlessly marketing, scheduling and resourcing events, booking management, invoicing, e-commerce and financial management, reporting and auditing.

Web based customer interface!

Course Booker provides a web based interface to allow internal and external customers to make bookings and purchases. Customers and staff can manage and keep track of their own bookings, transactions and communication.

Easy 24/7 access!

Course Booker is a single integrated system, providing single point of access, single data entry, real-time information and report data. It integrates seamlessly with Microsoft Outlook calendar and email and provides 24/7 anywhere access.

Secure access!

Course Booker provides multiple layers of permissions and security and ensures the appropriate access to data.



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Benefits

Reduce administration costs by up to 50%!

Course Booker automates and improves current processes, workflows and admin tasks such as registration, scheduling and communication. The integration of e-commerce functionality automates bookings, payments and invoicing. Powerful reporting reduces time spent searching and analysing data.

Increase sales & profitability!

Course Booker directly impacts your sales revenue. As a web based application booking onto courses and events is easier than before. Automated and timely communication – booking confirmations, reminders and updates drives higher attendance rates and revenue. Repeat bookings are encouraged via an intuitive user interface.

Improved customer service!

Course Booker helps you to evaluate the quality of the training or event. Manage your evaluation process through the system. Post course evaluations and event feedback can be canvassed to measure impact and success and identify areas for improvement. Evaluation data is easy to interrogate informing decisions around trainers, courses and events. Your customers have 24/7 anywhere access and can make a booking any time of day anywhere in the world.

System integration!

We understand that you require a seamless implementation and that each client has unique integration requirements. We can help you to automatically interface with other systems – export, share and update data between systems.

Self managing!

Flexible training is provided to administrators so that the system can be supported by your own people, significantly reducing future reliance on Linac. The system is easy to understand and easy to use.

ROI of 3:1 in 6 months!

Clients typically experience a 3:1 Return on Investment within six months of the system going live.





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Features Overview

Administration

Scheduling & Communication

- ✓ Create course outlines and sessions
- ✓ Set parameters such as maximum and minimum number of delegates, duration, pre-requisites
- ✓ Create course and event schedules in advance
- ✓ Automate and send booking confirmations, joining instructions and reminders
- ✓ Automate postponement and cancellation notices
- ✓ Automate communication of changes to a course or event
- ✓ See and manage all bookings– confirmed, provisional and wait list
- ✓ Use a personalised home page to check actions
- ✓ Generate certificates, registers and sign in sheets

Resource Management

- ✓ Manage trainers, venues, facilities and resources
- ✓ Associate facilities and resources to courses and events
- ✓ Automatically flag resource conflicts
- ✓ Filter view of courses and events, trainers, venues and rooms and resources
- ✓ Manage trainer availability
- ✓ Associate trainers to courses and events
- ✓ Easily manage and edit resources lists
- ✓ Search for available resources using multiple parameters

Financial

- ✓ Manage pricing and discounts
- ✓ Track and manage resources and catering costs
- ✓ Automate invoice generation, easily edit and amend invoices
- ✓ Manage aged debtors and auto send reminders
- ✓ Online payment – ecommerce

Booking Management

- ✓ 24/7 online booking access
- ✓ Real time course and event data
- ✓ Repeat and bulk booking functionality
- ✓ Provisionally booking functionality
- ✓ Tailored escalation and approval processes
- ✓ Synchronisation with MS Outlook calendar and email
- ✓ Powerful search functionality

Evaluation Management

- ✓ Automate certification generation and printing
- ✓ Tailor and automate online evaluation forms and questionnaires

Reporting

- ✓ 24/7 real time reporting suite
- ✓ Drill down reporting and smart filtering report options
- ✓ Export into MS Excel for personalised reporting

Customer /End User

Communication

- ✓ Real time personalised communication
- ✓ Receive automated reminders, notifications and confirmations
- ✓ Automated diary management
- ✓ Easy online booking and payment options
- ✓ View course schedules anywhere anytime and enrol on a course
- ✓ Review personal training and booking histories
- ✓ Complete course evaluations online
- ✓ Receive key event notifications
- ✓ Receive auto reminders for skills expiry and refresher training

Integration & Hosting

- ✓ Data importing and sharing with existing systems and applications
- ✓ Integration with MS Outlook calendar and email
- ✓ Automatic data download into MS excel for reporting
- ✓ Integration with corporate web sites and intranets
- ✓ Fully hosted option = 99.9% availability
- ✓ In company hosting supported
- ✓ Organisational hierarchy mapping tool allows multiple regions, sites, branches, centres, business to access the system



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Implementation

Easy deployment

Course Booker's modular structure enables fast and easy deployment. We work with you from the outset to ensure we have captured and understood your specific requirements.

Scalable

Course Booker is totally scalable – and can be adapted and expanded to grow as your business grows.

Training

Course Booker is extremely intuitive and easy to use. A series of short training workshops for your administration team is all that is required to get them up and running and managing the system. Training is tailored to suit each organisation and is typically one or two days in duration.

Bespoke applications

We understand that every business is unique – with differing workflows and practices. We have extensive experience of adapting **Course Booker** to suit the individual requirements of a company.

Technology Overview

Cutting-edge Microsoft .NET technology

Course Booker is a web based solution designed and developed using Microsoft .NET 3.5 technology, SQL server 2005+ databases, JQuery, Flash and Silverlight.

Secure hosting

Linac's Web farm - with NLB (Network Load Balancing), mirrored redundant databases, and RAID array hard drives - located in secure, 24/7 staffed data centre providing scalability, security, reliability, ease of deployment, and high performance.





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